The Influence of Product Quality, Price Perception, and Brand Image on The Purchase Decision of Bimoli Cooking Oil at Alfamart Minimarket in Pasar Minggu Area, South Jakarta

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Abstract:

This study aims to analyze the effect of product quality, price perception, and brand image on purchasing decisions for bimoli cooking oil at Alfamart minimarkets in the Pasar Minggu area of South Jakarta. This study uses primary data which is obtained from distributing questionnaires to 100 respondents using Bimoli cooking oil at the Alfamart minimarket in the Pasar Minggu area of South Jakarta and processing the data using the multiple linear regression analysis method on the SPSS 23 application. The results in this study that product quality, price perception, and brand image have a positive and significant effect on purchasing decisions for Bimoli cooking oil at Alfamart minimarkets in the Pasar Minggu area of South Jakarta. In this case, the positive and significant influence explains that the better product quality, price perception, and brand image will improve purchasing decisions for consumers.

Keywords: Product Quality, Price Perception, Brand Image, and Purchase Decision.

INTRODUCTION

Since 2020, cooking oil sales have tended to decline due to the Covid-19 pandemic (phenomenon) which made consumers shop for cooking oil unlike last year because prices tend to rise so that they make purchasing decisions down (variable y), small markets so they take many specific actions, especially to improve people's purchasing decisions through product quality, price perception and brand image (variable x). Cooking oil, is a staple ingredient needed by all humans to cook, and its role is very important in Indonesia. This is based on this year's experience showing that the scarcity of cooking oil has an impact on economic activities, and daily needs. Cooking oil is a strategic, economical and multipurpose commodity. Cooking oil is included in multipurpose commodities because cooking oil is a food commodity that can be consumed directly or become industrial raw materials. In the past, the raw material for cooking oil was from coconuts, however, over time cooking oil can now be made from palm oil, olives, walnuts, canola seeds, avocados, sunflowers, peanut seeds, flax seeds and sesame seeds.

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Alyas et al (2011) stated that cooking oil circulating in the community consists of 2 categories, namely bulk cooking oil and packaged cooking oil. Bulk cooking oil is oil that does not have a brand, usually sold in the form of plastic and jerry cans. Packaged cooking oil generally has a clear color and does not freeze at room temperature, while bulk cooking oil generally has a yellow color and mixes with white and sometimes freezes at room temperature.

Currently, packaged cooking oil is the choice of the public, because packaged cooking oil looks cleaner than bulk oil sold at retail in jerry cans, or drums. Bimoli cooking oil is a brand that is familiar to the people of Indonesia. In the last 10 years, bimoli cooking oil has become the ruler of the share of branded packaged palm cooking oil

Product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation, repair, as well as other attributes. In the opinion of Kotler and Keller (2009: 143) product quality is the totality of features and characteristics of a product or service that depends on the ability to satisfy the needs asked or implied. According to Wijaya in bailia, soegoto, and loindong, product quality is the overall combined product characteristics resulting from marketing, engineering, production and maintenance that make the product usable to meet consumer expectations, and product quality is also very influential in purchasing decisions, people will usually see the quality of cooking oil and compare it with cooking oil brands

Price perception, which is a rating assessment for a product or service. As for the understanding of price perception in the journal Purna Iswara, volume 2 number 2 of 2020 states, that price perception is the value expressed in money that will later be exchanged by consumers for a product or service, so that consumers will benefit from these goods or services. Ari &; Efendi (2015) suggest that price perception is an opinion of the amount of value provided by consumers used to obtain profits for ownership of the use of a product or service. Price perception is very influential in purchasing decisions because people will usually choose high prices to match the quality they have.

Brand image or brand is the consumer's view of a brand. Brand is the most important part of successful marketing, aiming to differentiate products from competitors. Such as: name, design, etc.

Tjiptono (2015: 9), revealed that brand image is a description of consumer associations and beliefs consisting of a particular brand. Brand observation (branding) and consumer trust are reflected in associations or in consumer memory. Brand image is very influential in purchasing decisions because usually people will buy cooking oil that is widely known by the public.

Purchasing decision is a final decision that a consumer has to buy a good or service using a variety of certain considerations. The purchase decision made by the consumer describes how far marketers try to market a product to consumers.

Researchers will conduct a study at Alfamart Pasar Minggu area. Pasar Minggu is an area located in the South Jakarta area, whose population varies in choosing staple products, such as cooking oil, cooking oil can have a significant effect on Pasar Minggu residents, especially by housewives and entrepreneurs in the food sector, such as fried food sellers, rice stalls, donut cake sellers, etc. In its development, cooking oil sales are increasing. According to the results of the

Indonesian Palm Oil Association (GAPKI) Survey for the 2017-2021 period, the following has increased.

RESEARCH METHODS

The research method used in this study is quantitative method, focusing on collecting data in the form of numbers, graphs, and tables. Arikunto (2019) revealed that research methods are steps used to find data to achieve research goals. This study focuses on three main types of variables, namely product quality (X1), price perception (X2), and brand image (X3), which are measured using the Likert scale with value weights of 1-5.

The object of this research is the decision to purchase cooking oil in the Pasar Minggu area, South Jakarta. The object of study can be an individual, an organization, or an item that is the focus of data search. The dependent variable in this study is purchasing decision (Y), which is influenced by independent variables namely product quality, price perception, and brand image.

The data source used is primary data obtained directly from respondents through questionnaires. The study population included consumers purchasing cooking oil at Pasar Minggu, and samples were taken using Anderson's sample technique. The data collection tool is a questionnaire with a Likert scale that has five levels of response, from strongly agree to strongly disagree.

Data analysis was performed using SPSS for Windows statistical software. Before conducting multiple linear regression analysis, instrument validity and reliability tests are carried out. Furthermore, classical assumption tests such as normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests are performed to ensure the feasibility of the model.

The process of multiple linear regression analysis will provide information on the influence of independent variables (product quality, price perception, and brand image) on the dependent variable (purchase decision). The coefficient of determination (R^2) and F-test will be used to evaluate the fit of the model, while the t-test will be used to test the significance of each independent variable.

Thus, this research method includes systematic stages ranging from data collection to statistical analysis to answer the research objectives and provide a deeper understanding of the factors that influence cooking oil purchasing decisions in Pasar Minggu, South Jakarta.

RESULTS AND DISCUSSION

A. **Instruments Test**

1. **Validity Test**

   The Validity Test can be measured precisely and accurately which can provide information about the variables of a statement in a questionnaire by having a sample of 100 respondents. In the validity test, you can use the resulting SPSS, namely bivariate person by looking at the relationship with the value of the statement item on the questionnaire with the

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total score measured. If rcalculate > rtable, where the correlation coefficient is greater than 0.196, then the statement can be declared valid. So that it presents in research

Table 1. Validity Test Results

Statement items	rcalculate	rtabel	information
Product Quality (X1)			
X1. KP1	0.609	0.196	Valid
X1. KP2	0.757	0.196	Valid
X1. KP3	0.767	0.196	Valid
X1. KP4	0.718	0.196	Valid
Price Perception (X2)			
X2. PH1	0.825	0.196	Valid
X2. PH2	0.880	0.196	Valid
X2. PH3	0.786	0.196	Valid
Brand Image (X3)			
X3. CM1	0.844	0.196	Valid
X3. CM2	0.790	0.196	Valid
X3. CM3	0.845	0.196	Valid
Purchase Decision (Y)			
Y.KPM1	0.812	0.196	Valid
Y.KPM2	0.877	0.196	Valid
Y.KPM3	0.864	0.196	Valid
Y.KPM4	0.828	0.196	Valid

Source: SPSS calculation result

The criteria that can determine whether or not the question on the questionnaire is valid in a fault rate of 5%, so that a rtable value of 0.196 can be produced, and the questionnaire is declared valid for use if the calculated value is > rtable

2. **Reliability Test**

Reliability tests show that the measurement results of a questionnaire are considered reliable, if individual responses alone can be said to be consistent. A questionnaire is considered reliable if Cronbach's Alpha score is > 0.60. Here is the data that has been processed through SPSS 23 software

Table 2. Reliability Test Results

Variable	Cronbach's value Alpha	Information

Product Quality (X1)	0.708	Reliable
Price Perception (X2)	0.766	Reliable
Brand Image (X3)	0.758	Reliable
Purchasing Decision (Y)	0.866	Reliable

Source: SPSS calculation result

The results of data calculation by SPSS version 23, in table 4.11 explain that all questionnaire items in each variable are declared reliable, because all variables have a Cronbach's Alpha value of > 0.60. It can be interpreted that the value of the variable is said to be good and acceptable judging from the output of the Reliability statistic, namely the value of Cronbach's Alpha.

B. Classic Assumption Test

1. Normality Test

The normality test analyzes the regression model as a residual variable to obtain a normal distribution. In the normality test can use the resulting SPSS that is Kolmogorov-Smirnov, the normal distribution data can be said to be significant if the test result > of 0.05.

Table 3. Normality Test Results

Kolmogorov-Smirnov	
Statistics Kolmogorov	0.101
Asymp. Sig	0.232

Source : SPSS calculation result

The result from table 4.12 above shows that the value of asymp sig (2-tailed) is 0.232. The purpose of the regression model in this study, the dependent or independent variable obtained a normal distribution with a significant value of > α = 0.05. It can be said that the distribution of purchasing decision results derived from product quality, price perception, and brand image is normally distributed at a significance level of α = 0.05.

2. Multicholinerity Test

The multicollinearity test analyzes the regration model in finding a good correlation if the relationship is strong, after which there is a multicollinearity problem that should be limited. The test standard in the multicollinearity test is if (VIF) < 10 and the tolerance > of 0.10 the data does not have multicollinearity. This can be obtained the results of the multicollinearity test, among others.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality	0.701	1.426

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Price Perception	0.536	1.865
Brand Image	0.571	1.750

Source: SPSS Calculation Results

Based on table 4.13 (Coefficients) it can be seen that the Variance Inflation Factor (VIF) of each independent variable has the following values:

1) Product Quality (X1) for VIF value of 1.426 < 10 and tolerance value of 0.701 > 0.10
2) Price Perception (X2) for VIF value of 1.865 < 10 and tolerance value of 0.536 > 0.10
3) Brand Image for VIF value of 1.750 < 10 and tolerance value of 0.571 > 0.10

The researcher concluded that this regression equation model does not occur multicollinearity so that it can be used in this study

3. **Heterokedasticity Test**

The heteroscedasticity test analyzes in regression mode which has residual inequalities between other supervisions. It is said that heteroscedasticity does not occur if the distribution points spread randomly and do not form a firm pattern and are distributed above zero or below zero on the Y axis or to the right and left 0 on the X axis in this case heteroscedasticity test results can be obtained, including:
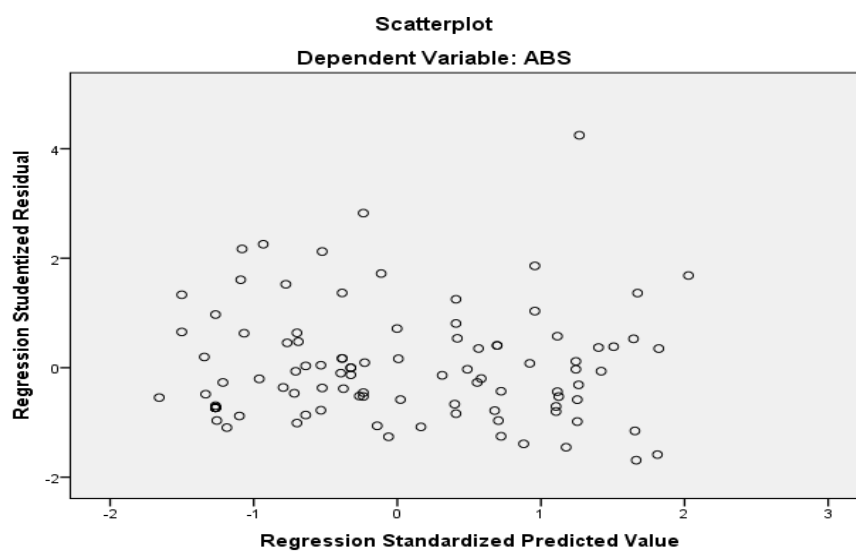

Figure 1. Heterokedasticity Test Results

Therefore, the results of SPSS data processing 23 researchers concluded that the points had spread randomly or randomly, and did not form a certain pattern, so it could be said that heteroscedsticity did not occur in the regression model in this study

C. **Autocorrelation Test**

Autocorrelation test occurs because observations continuously correlate the time period by testing whether or not autocorrelation occurs with Durbin Watson (DW) statistics. No autocorrelation occurs if (DU) < DW < 4-DU. Durbin Watson (DW) values are compared to DW tables.

Table 5. Auto Correlation Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787^a	.619	.607	2.102	2.142

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Persepsi Harga

b. Dependent Variable: Keputusan Pembelian

Source: SPSS 23 Calculation Results

Based on the results of SPSS 23 processing in table 4.15 that the value of Durbin-Watson (d) is 2.142. with the number of independent variables (K) = 3 and the number of respondents (N) = 100, so that dL = 1.613 and dU = 1.736, then [4-dL = (4-1.613) = 2.387] and [4-dU = (4-1.736) = 2.264]. if included in the criteria the results obtained are dU < DW < 4- dU (1,736 < 2,142 < 2,264). Researchers concluded that the acquisition of calculated data did not occur autocorrelation

D. Multiple Regression Analysis Results

Multiple linear regression analysis is able to establish the relationship of the independent variable to the independent variable to the dependent variable. To determine whether or not there is a function correlation or casual correlation between 2 or more independent variables such as (X1: Product Quality), (X2: Price Perception), (X3 = Brand Image) multiple linear regression analysis can determine the prediction of the influence that occurs between the independent variable (X) and the dependent (Y).

Table 6. Multiple Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.225	1.682		-1.917	.058
	Kualitas Produk	.330	.132	.188	2.493	.014
	Persepsi Harga	.601	.124	.418	4.860	.000
	Citra Merek	.586	.153	.320	3.836	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 23 Calculation Results

Based on table 4.16, we can know the multiple linear regression equation with the following formula:

Y = b1.x1 + b2.x2 + b3.x3+e KPM = (B1KP + B2PH + B3CM) +e = 0.188 + 0.418 + 0.320) + e

It can be concluded that multiple linear regression in variables include:

1) Product Quality

The regression coefficient of product quality is 0.188, i.e. a product quality can improve purchasing decisions by 0.188. The product quality variable (X1) correlates directly with purchasing decisions, with each improvement in product quality increasing consumer

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perception which has a significant effect on the level of significance of 5 percent so that it becomes a factor that determines purchasing decisions by 18.8%

2) Price Perception

The regression coefficient of price perception is 0.418, i.e. a product quality can improve purchasing decisions by 0.418. The price perception variable (X2) correlates positively in purchasing decisions, with each improvement in product quality increasing consumer perception which has a significant effect on the significance level of 5 percent so that it becomes a factor that determines purchasing decisions by 41.8 percent

3) Brand Image

The brand image regression coefficient is 0.320, i.e. a product quality can improve purchasing decisions by 0.320. The price perception variable (X2) correlates positively with purchase decisions, with each increase in brand image increasing consumer perception which has a significant effect on the significance level of 5 percent making it a factor that determines purchasing decisions by 32.0 percent

E. Model Due Diligence

a. Coefficient of Determination

The coefficient of determination according to Ghozali (2016) is to measure how far the model is able to explain the dependent variable. The value of the coefficient is between 0 and 1. A small R^2 value can be seen that the ability of the independent variable to explain is very limited

Table 7. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787ᵃ	.619	.607	2.102

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Persepsi Harga

Source: SPSS 23 Data Processing

The results of SPSS data processing in table 7 explain that the result of the detrmination coefficient is 0.607. This can be interpreted that 60.7% of purchasing decisions are purchasing decisions for bimoli cooking oil at Alfamart minimarkets in the Pasar Minggu area, South Jakarta

b. Test F

The F test has every increasing influence of the independent variable on the dependent variable. This analysis test uses ANNOVA analysis with SPSS 23 program data processing tools. This can be obtained simultaneous F test results, including:

Table 8. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	688.416	3	229.472	51.935	.000^b
	Residual	424.174	96	4.418		
	Total	1112.590	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek, Kualitas Produk, Persepsi Harga

Source: SPSS 23 Data Processing Results

The results of SPSS data processing in table 4.17 explain that the F test result is 51,935 with a sig value of 0.000. If F is calculated at sig > α 0.05 then H 0 and Ha. It can be interpreted that product quality, price perception and brand image have a regression model that is well utilized in purchasing decisions

F. T-test

1. Test Partial T Hypothesis

In this case, the T or partial test is used to test whether or not there is an influence of each independent variable on the fixed variable. This T test is seen from a significant level of 0.05 or 5%

Table 9. T test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.225	1.682		-1.917	.058
	Kualitas Produk	.330	.132	.188	2.493	.014
	Persepsi Harga	.601	.124	.418	4.860	.000
	Citra Merek	.586	.153	.320	3.836	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 23 Calculation Results

Based on the results of table 4.19 can be explained as follows:

1) It can be known that product quality has a significant value to the purchase decision of the calculated value of the t-> table, namely: 2,493 > 1,660 and a significant value of < 5%, so it can be concluded that H01 refuses and Ha1 accepts which has a direct influence on the purchase decision

2) It can be seen that price perception has a significant value to the purchase decision of the calculated value of the t-> t table, namely: 4,860 > 1,660 and a significant value of < 5%, so it can be concluded that H02 rejects and Ha2 accepts which has a direct

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influence on the purchase decision

3) It can be seen that the brand image has a significant value to the purchase decision of the tcalculate value of the table > t table, namely: 3,836 > 1,660 and a significant value of < 5%, so it can be concluded that H0 3 rejects and Ha3 accepts which has a direct influence on the purchase decision

Discussion

The influence of product quality on cooking oil purchasing decisions

Based on the discussion, it can be seen that product quality variables have an influence on purchasing decisions. This can be seen from the processing of T test data using the SPSS 23 application so that it can be concluded that the results of the study, product quality variables have a direct effect on purchasing decisions.

According to Nasution (2005), in the book integrated quality management product quality is a dynamic condition related to products, people / jobs, processes and tasks, and the environment that meets or exceeds consumer expectations. This can be interpreted that product quality is an important factor in purchasing bimoli cooking oil decisions. By prioritizing product quality, bimoli cooking oil is the only option for consumers with quality that is easy to use, and durability.

In the explanation above, in accordance with previous research by Saprida, Sonia Theresia Manurung 2021, it can be concluded that product quality has a significant influence on the purchase decision of bimoli cooking oil.

It can be concluded that product quality is a dynamic condition related to a product or project that can exceed consumer expectations and can have a direct influence on purchasing decisions

The influence of price perception on cooking oil purchasing decisions

Based on the discussion above, it can be seen that price perception variables have an influence on purchasing decisions. This can be seen from the processing of T test data using the SPSS application so that it can be concluded from the results of the study that price perception has a direct effect on purchasing decisions.

According to Kotler and Keller (2016) price perception is money billed or exchanged by consumers, to be able to obtain goods or services of a product. With the perception of prices sold, it can provide benefits received by consumers. So that it can increase consumption interest and have an impact on purchasing decisions.

In the explanation above, in accordance with previous research by Saprida, Sonia Theresia Manurung 2021, it can be concluded that price perception has a significant effect on the decision to purchase bimoli cooking oil. Price perception conclusion is the value of money that can be exchanged by consumers in the form of goods that correspond to the benefits provided, and can have a significant influence on purchasing decisions

The influence of brand image on cooking oil purchasing decisions

Based on the discussion above, it can be seen that price perception variables have an influence on purchasing decisions. This can be seen from the processing of T test data using the

SPSS 23 application where it can be concluded that price perception has a direct effect on purchasing decisions.

Ali Hasan (2013: 210) explains that brand image is a series of real and intangible traits such as ideas, beliefs, values, interests, and features that make it unique. With a unique and better brand image , it can increase interest for consumers.

In the explanation above, in accordance with previous research by Saprida, Sonia Theresia Manurung 2021, it can be concluded that brand image has a significant influence on the purchase decision of bimoli cooking oil. The conclusion is that a product that has a unique brand image will have a significant influence on consumers

CONCLUSION

Based on the analysis and data processing using the SPSS 23 application and the discussion that has been explained, it can be concluded that product quality, price perception, and brand image positively and significantly affect the decision to purchase Bimoli cooking oil at Alfamart minimarkets in the Pasar Minggu area. Product quality plays a dynamic role in meeting or even exceeding consumer expectations, making a positive impact on purchasing decisions. Price perception, as the value of money that can be exchanged for goods that provide benefits, also has a significant influence on purchasing decisions. In addition, a unique brand image also makes a significant positive contribution to purchasing decisions, demonstrating the importance of brand image in shaping consumer preferences. This conclusion illustrates the importance of these factors in shaping consumer behavior in choosing and buying Bimoli cooking oil in Pasar Minggu, South Jakarta.

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